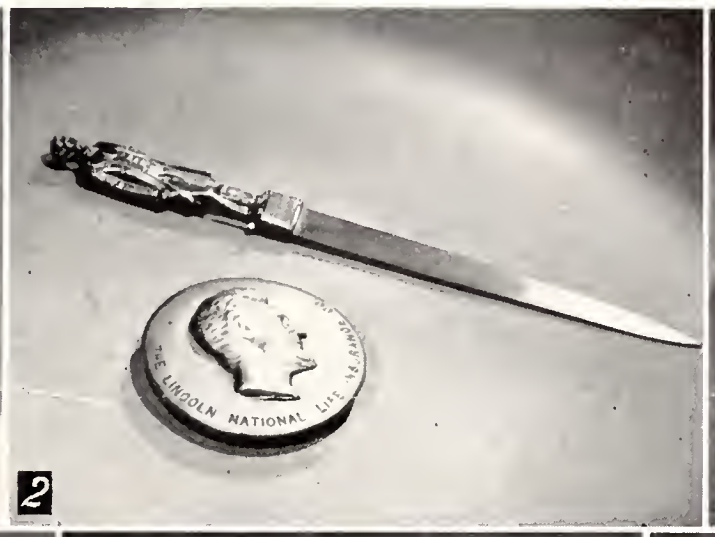
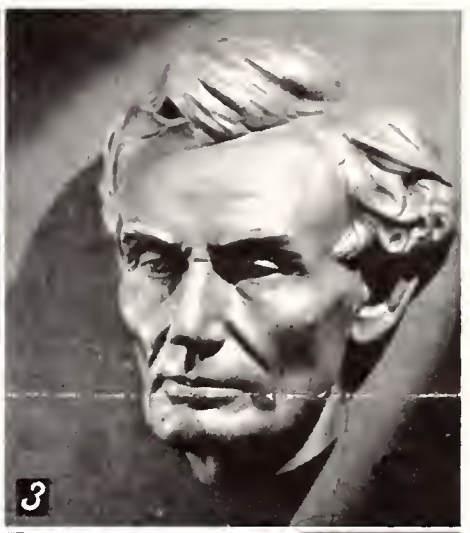
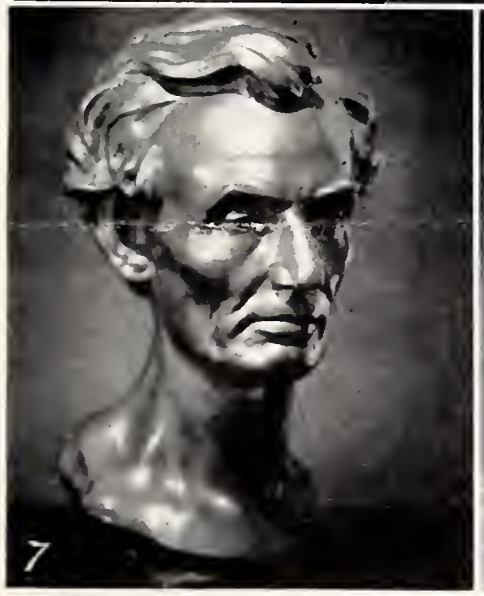
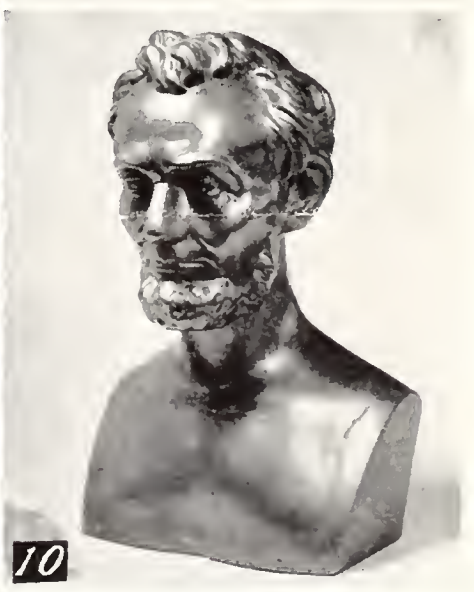
Dr. Louis A. Warren, 48
Dir. Lincoln Nat'l Life Foundation 71

Particularly Appropriate for Lincoln Month









1 Rebeck book ends
2 Lincoln letter opener, Lincoln paper weight
3 Head by Volk
4 Lincoln head bank
5 New playing cards
6 French book ends
7 Bust by Volk
8 Pyraglass Lincoln plaque with base
9 Six-book library
10 Bearded bust by Bastiani

PLAN NOW FOR LINCOLN MONTH

Lincoln at Gettysburg Display ..... **50¢**

FEBRUARY offers you, the *Lincoln* representative, unusual opportunity for developing wider, more useful personal contacts. At the same time, you have the means of securing desirable personal publicity. To make the most of these opportunities, however, you will need to plan and prepare. Here we suggest specific ways in which you can do this through the use of Lincoln displays, co-operative purchase items, and Lincoln literature in February.

LINCOLN DISPLAYS

Perhaps your most effective publicity tool for February is found in the many Lincoln displays available to you. These are illustrated in this Message. They can be adapted to a wide variety of uses since they vary in size and style. Here are some specific suggestions of locations in which you can place these displays to advantage:

1. Store windows, large and small.
2. Lobbies of office buildings, banks, hotels, theatres, large restaurants, and post offices.
3. Booths at fairs, merchandising shows, etc.
4. Book or picture sections of department stores.
5. Public libraries, universities, business colleges, schools, public buildings, lodge rooms, and clubs.
6. Private and public museums.

Note: Although imprinting of your name on these displays cannot be done at the Home Office, space for your own imprint is provided with each display so that you can arrange to have this taken care of locally.

Lincoln at Gettysburg Display

This display, which comes equipped with a demountable steel easel, will stand by itself or can be hung on a wall. It features a reproduction of the Company's famous charcoal drawing, "Lincoln at Gettysburg," by M. Leone Bracker, along with a reproduction of the Gettysburg Address in Lincoln's handwriting. Reproduced in two colors, it measures 28″ x 42″. Supplementing this display, you might make available either the facsimile Gettysburg Address or the pamphlet "Little Known Facts About the Gettysburg Address" (Form 2805). This entire exhibit comes to you in a mailing tube.

Patriotic Placards

Today when international news is of special importance, Lincoln's declarations about our form of Government are pertinent. The Patriotic Placards feature four timeless statements. Printed in red, white, and blue on heavy cardboard 14″ x 20″, with easel backs.

Lincoln Cabin Display

Through the years, the Lincoln Cabin Display has proved its value as an interesting attention-getter. The red earth and the wood in the cabin and fence come direct from the farm on which Lincoln was born near Hodgenville, Kentucky. Designed for a space approximately 40″ x 50″, the exhibit comes to you complete with descriptive placards containing space for your imprint.

Lincoln Hands Display

Life-size replicas of Lincoln's hands, moulded in bronze finish composition material, feature the Lincoln Hands Display. This is especially suitable for store windows. A descriptive card, with space for your imprint, and a card reproducing a poem about Lincoln's hands are included in the exhibit.

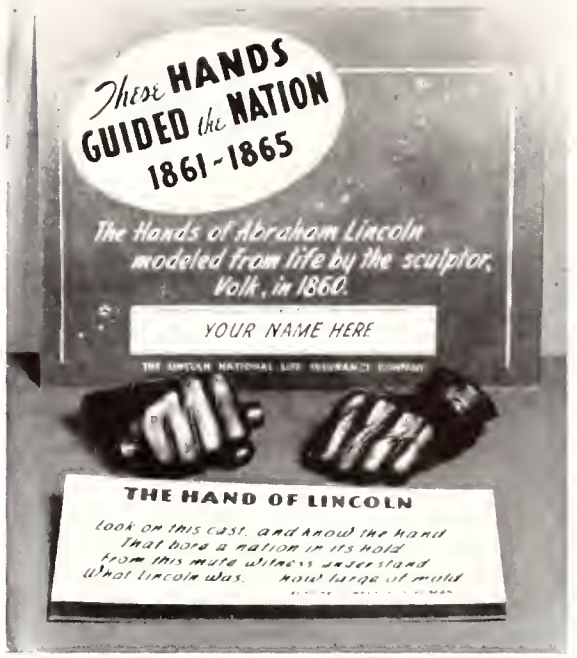
Lincoln Head Display

The impressive head of Lincoln reproduced from an original life mask by Leonard Volk is mounted on walnut-stained plywood to form the Lincoln Head exhibit. This display is suitable for use either on walls or in windows and the head can be detached for other uses. The background board which measures 18″ x 30″ contains explanatory copy and space for your imprint.

The International Citizen Display

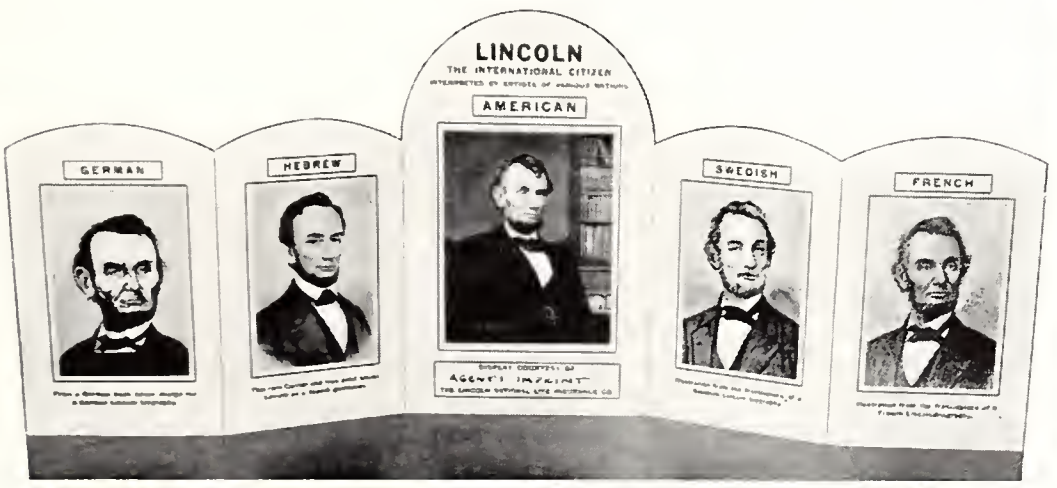
This exhibit is particularly appropriate now while world problems dom-

Lincoln Cabin Display (complete)..... $2.00
Placards only (per set)..... .75

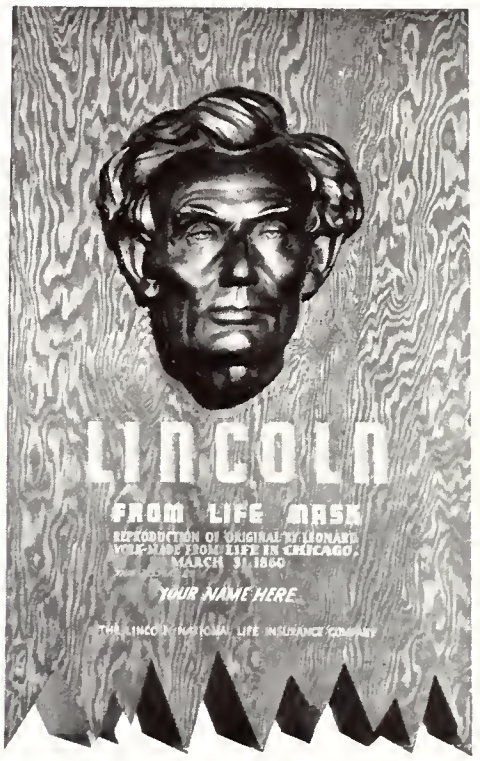

These HANDS GUIDED the NATION 1861-1865
The Hands of Abraham Lincoln modeled from life by the sculptor, Volk, in 1860.
YOUR NAME HERE
THE HAND OF LINCOLN
Look on this cast, and know the hand
That bore a nation in its hold
From this mute witness understand
What Lincoln was. How large of mold

Lincoln Hands Display..... $2.50
Placards alone (per set)..... .50

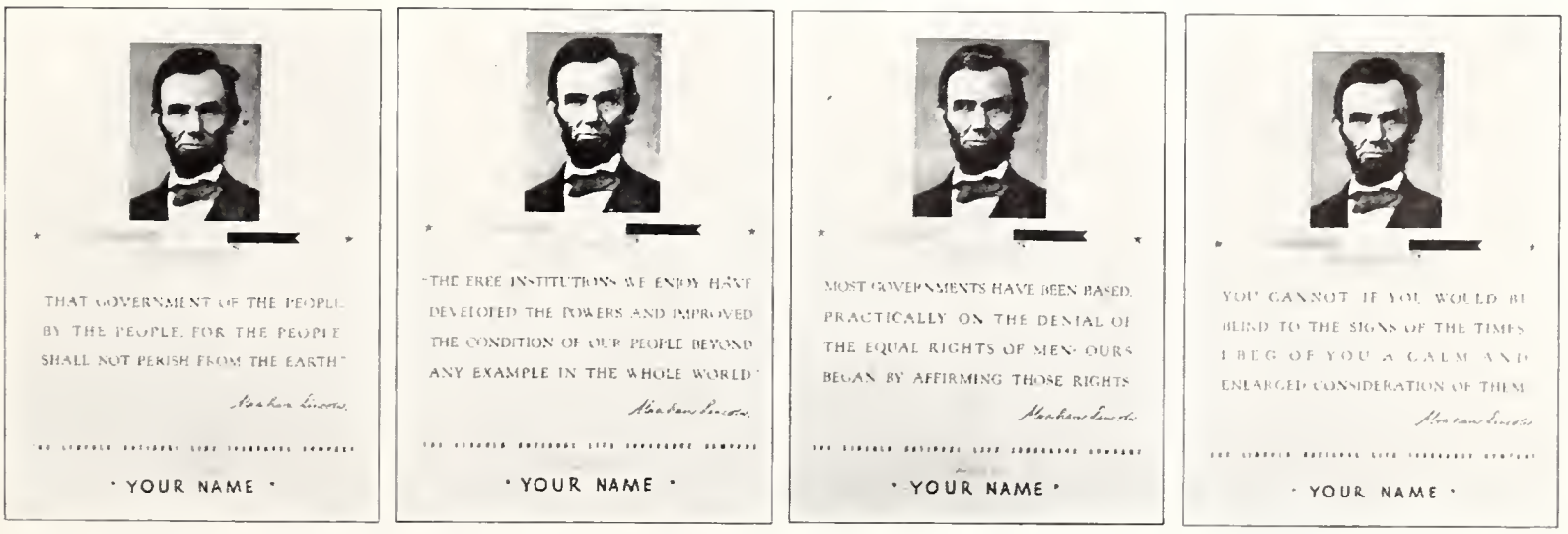
These Displays Available



International Lincoln Display..... 50¢


LINCOLN
FROM LIFE MASK
REPRODUCTION OF ORIGINAL BY LEONARD WOLF MADE FROM LIFE IN CHICAGO, MARCH 31, 1860
YOUR NAME HERE
THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Lincoln Head Display..... $3.00


"THAT GOVERNMENT OF THE PEOPLE, BY THE PEOPLE, FOR THE PEOPLE SHALL NOT PERISH FROM THE EARTH"
Abraham Lincoln
YOUR NAME
"THE FREE INSTITUTIONS WE ENJOY HAVE DEVELOPED THE POWERS AND IMPROVED THE CONDITION OF OUR PEOPLE BEYOND ANY EXAMPLE IN THE WHOLE WORLD"
Abraham Lincoln
YOUR NAME
MOST GOVERNMENTS HAVE BEEN BASED, PRACTICALLY ON THE DENIAL OF THE EQUAL RIGHTS OF MEN. OURS BEGAN BY AFFIRMING THOSE RIGHTS
Abraham Lincoln
YOUR NAME
YOU CANNOT, IF YOU WOULD BE BLIND TO THE SIGNS OF THE TIMES, I BEG OF YOU A CALM AND ENLARGED CONSIDERATION OF THEM
Abraham Lincoln
YOUR NAME

The Patriotic Placards, Set of four..... 50¢

inate the news pages. It reproduces four portraits of Lincoln as interpreted by foreign artists who present Lincoln with the racial characteristics of the various countries. The display also features a full color reproduction of the Company's famous Brady portrait of Lincoln. Over-all size, 16" x 40". Space for your imprint.

THE SCHOOLS

Many Lincoln representatives have found the schools worth-while places for making contacts in February. Here you can promote Lincoln Essay contests, presenting as prizes such valued but inexpensive Lincoln items as books, busts, or book ends. One advantage of such a contest is the opportunity it offers you to make it an annual project in the school program. Send for the instruction sheet, "A Lincoln Essay Contest," prepared by the Foundation.

Also available are mimeographed copies of a school playlet, "Why Lincoln Grew a Beard." This interesting playlet has been arranged for children in the 6th and 7th grades. Seven children appear in the cast, representing Mr. and Mrs. Bedell and their daughter, Grace; Mr. and Mrs. Lincoln and their children, Tad and Willie. You can secure mimeographed copies of this play from agency supply.

PROGRAM CHAIRMEN

Every year, it seems, more and more luncheon clubs, women's clubs, business colleges, schools, churches, and veterans organizations—among others—arrange Lincoln programs in February. You can make valuable contacts while helping the program chairmen prepare for these events. You have available without charge, four suitable Lincoln speeches: "Lincoln's Early Vocations," "Lincoln, the Prairie Lawyer," "Lincoln, the Patriot," and "Abraham Lincoln, Commander-in-Chief." With these speeches you can fill requests for prepared talks on Lincoln or can deliver such talks yourself.

You can also arrange to distribute at the meetings some inexpensive but much appreciated Lincoln mementoes: Facsimile Gettysburg Address, the famous Bixby Letter in Lincoln's handwriting, the small black and white Brady photograph (Form 1966), Lincoln Digest leaflets (14 subjects), Lincoln booklets, or the full color portrait of Lincoln (3 sizes). This is the finest colored portrait of Lincoln available and since LNL owns the original T. Hamilton Crawford portrait, these reproductions are available only through you.

NEW!

Lithographic reproductions of the impressive Nuyttens etching of Lincoln, currently featured on the Company wall calendars, are now available in a form suitable for framing. Beautifully reproduced in rich dark brown, they resemble a rare print made direct from the etching itself. These 11" x 14" prints can be ordered from Agency Supply at a cost of 10¢ each.

NEWSPAPERS AND RADIO

Newspaper editors and radio station executives are good people to know. Why not contact your local newspaper and radio station and offer some of your valuable source material to aid them in their preparation of Lincoln editorials and features. You have not only the four Lincoln speeches and the 14 Lincoln Digest leaflets mentioned previously, but also a number of authoritative booklets containing little known facts about Lincoln. Also available to you is a Lincoln questionnaire listing answers to 100 questions most often asked about Lincoln. And even more important, you can secure direct from the Lincoln Foundation, authoritative answers to many unusual Lincoln questions. Dr. Warren has Lincoln information catalogued in more than 3500 subject classifications and is ready to help you establish yourself as the Lincoln man in your community.

YOUR REGULAR CONTACTS

In addition to the leaflets, pictures, booklets, etc., already described, there are many other Lincoln items you can use in your regular contacts in February and throughout the year. A Lincoln book with your card enclosed makes a dignified, appropriate gift which keeps your association with **Lincoln** National Life before your clientele.

Some Lincoln representatives have found it worth while to present a small Lincoln library to a school, club, or valued prospect. A six-book library is available at a total cost of only $5.00.

Some of the more popular Lincoln items are shown in this Message. One of these, the Pyraglass Lincoln plaque, is considered by many Lincoln representatives to be the outstanding item for homes as well as offices. All of these Lincoln pieces provide opportunities for dignified, indirect advertising and they are available only through you, the **Lincoln** agent.

Enclosed Order Blank

For a complete list of Lincoln material, see the enclosed requisition blank.
Use this form when placing order.